

the FreshPress

January 13th, 2023

Produce that's Fresh. Information that's to the Point.



Top 5 Five



asparagus

The market continues to increase due to fewer supplies from Peru and slow volume from Mexico. Expect short availability through January.



avocados

The size curve is peaking on 48cts, with better availability on larger sizes; 60ct and smaller have tightened up and the market is stronger. The harvest has increased but is nowhere near the volume typically seen before the Big Game.



beans—green **ALERT!**

Eastern supplies are light as growers are in a short skip in production. Quality is fair to good, with good demand. Western supplies are limited. Moderate demand is keeping the market stable but could strengthen if eastern demand increases.



berries—blackberry, blueberry & raspberry

Blackberries are steady and blueberries have come off a touch. Raspberry markets have increased as supplies trend down from all growing regions.



berries—**ALERT!** strawberry

Expect more prates on Oxnard **strawberries** due to rain. The market is steady but high. The **Long Stem strawberry** supply forecast for Valentine's Day looks to be extremely short.



broccoli & cauliflower

ALERT!

The **broccoli** market is coming down as supplies are better and demand is moderate. Most **Broccolini** is harvested in the North, and rain will keep supplies short. **Cauliflower** is trending down as volume is improving.



celery

The market is high but coming off. Demand is moderate and supply is light due to the rain but expected to improve over the next couple of weeks.



citrus—lemons, **ALERT!** oranges & limes

All 3 **lemon** districts are in production. The crops are complimenting each other and supplying all grades and sizes. Mexican **lime** supply is limited. Sizing is running large (110 and 150cts) and small (250 and 275cts), leaving mid-sizes short (175, 200, and 230cts).

- 1. BEANS—GREEN **ALERT!****
Supplies are limited overall.
- 2. BERRIES— **ALERT!**
STRAWBERRY**
Rain is affecting Oxnard production.
- 3. BROCCOLINI **ALERT!****
Rain will impede harvesting and keep supplies short.
- 4. CORN **ALERT!****
FL continues to have quality issues; supplies are low, and the market is elevated.
- 5. PEPPERS—CHILES **ALERT!****
The market remains high due to

Outlook

WEST COAST

Expect mostly sunny, partly cloudy conditions early in the week. Temps will be in the low 50s to highs in the 70s.

MEXICO

Expect partly cloudy conditions with scattered showers and an occasional thunderstorm. Temps will be in the low 50s to highs in the 70s.

EAST COAST

The entire eastern seaboard will see above average temps this week, with higher-than-normal precipitation expected for this time of year.

Reality Check

Heavy demand for mid-sizes is keeping the market higher. Rains continue to challenge **orange** harvesting. Volume is heavy to Fancy Grade due to Export grade out and may have some availability challenges. Taste and quality are excellent overall.

ALERT!

cucumbers **ALERT!**

Eastern supplies are extremely light, and the market is high; quality is good. Honduran supply has yet to hit full stride, leaving a gap and a market spike. The western market is climbing as supplies are lighter coupled with very strong demand.



eggplant

Eastern supplies are light, quality is hit and miss, and the market is stronger. Western supplies are steady, but the market is strengthening from high demand.



grapes—green & red

Supplies are light and demand is strong due to shipping delays, coupled with increased demand. Quality is good. Markets are higher.



lettuce—leaf, iceberg, romaine

The market is trending down overall as volume has improved. See the [FreshPress+](#) for more info.



melons—honeydew & cantaloupe

The recent colder temps have caused a market disruption. Production slowed for all growers causing a significant drop in arrivals. Markets jumped quickly and will remain at current levels for the short term.



onions—red, white, yellow

Super Colossal Yellow and Colossal Yellow onions continue to be tight, but plenty of other supplies are available. Quality is very good in the Northwest. The market has come off a bit.



peppers—green, red & yellow **ALERT!**

In the East, **green bell pepper** supplies are light, with good demand and a strong market. **Red and yellow peppers** remain short. In the West, **Green bells** are active with moderate supplies. **Red bell pepper** supplies are gradually increasing, and the market may start to trend slightly lower. **Yellow bells** continue to be limited, keeping the market high.

potatoes

Packers are cutting production to pace themselves through the season to try to avoid a gap. Quality is good, but sizing is running small. Markets are steady.



squash—zucchini & yellow **ALERT!**

Eastern **zucchini and yellow squash** supplies are light, and demand is good, keeping markets higher. Quality is good. Western **zucchini and yellow squash** supplies are lighter as the crop begins to transition from Sonora to Sinaloa. The market is increasing.



tomatoes

Round, grape, and cherry varieties are steady. **Roma** availability has increased slightly which will help start their downward market trend. **Hothouse Beefsteak and Tomato on the Vine** demand exceeds supply.



ALERT!

VEGETABLES	Supply			Price						
	HIGH	INCREASING	STEADY	DECREASING	ALERT	ALERT	INCREASING	STEADY	DECREASING	LOW
Arugula										
Asparagus										
Brussels Sprouts										
Beans – Green										
Broccoli										
Broccolini										
Cabbage										
Carrots										
Cauliflower										
Celery										
Corn										
Cucumbers										
Eggplant										
Garlic										
Lettuce – Iceberg										
Lettuce – Leaf G/R										
Lettuce – Romaine										
Lettuce – Spring Mix										
Mushrooms										
Onions – Green										
Onions – Red										
Onions – Yellow										
Onions – White										
Peas – Snow/Snap										
Peppers – Chiles										
Peppers – Green										
Peppers – R/Y										
Potatoes – Russet										
Potatoes – R/W/Yuk										
Potatoes – Sweet										
Spinach										
Squash – Yellow										
Squash – Zucchini										
Tomatoes – Gr/Ch										
Tomatoes – Roma										
Tomatoes – Round										
FRUITS										
Apples										
Avocados										
Bananas										
Berries – Blackberry										
Berries – Blueberry										
Berries – Raspberry										
Berries – Strawberry										
Citrus – Lemons										
Citrus – Limes										
Citrus – Oranges										
Grapes – Green										
Grapes – Red										
Melons – Cantaloupe										
Melons – Honeydew										
Melons – Watermelon										
Pineapple										

Information is subject to market fluctuations and meant to be used only as a guide. Consider transit time for your area as this is a current condition report, and up to 10 days may pass before the effects show in your market. See the FreshPress Plus+, our extended guide of the current market information at freshpoint.com.